

Construction On New Herald Building Starts

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lished in a small store room at 1579 Carson street. A few years later a new building was erected for the growing newspaper at 1421 Marcelina avenue. By 1928 these quarters became inadequate, and the present building was erected at 1336 El Prado. Two years ago, an interest in the Torrance Herald was acquired by Edwin B. Brown, business manager and chief assistant to Publisher Whyte. On January 1 of this year, in order to devote its entire efforts to development of the newspaper, The Herald sold its commercial printing department to its veteran mechanical foreman, Robert L. Lewellen and Homer L. Trueblood, who are now operating the job printing business under the firm name of The Master Printers. Separate mechanical and office quarters are provided for The Master Printers in the new building, in order to keep abreast of the rapidly increasing volume of commercial printing and publishing business enjoyed by The Master Printers.

"We, at The Herald, are confident that Torrance is to enjoy a most phenomenal growth in the immediate years ahead and we are getting prepared to serve this community in the manner its great development merits," commented Publisher Whyte in outlining plans for the new publishing building.

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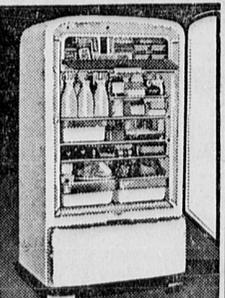
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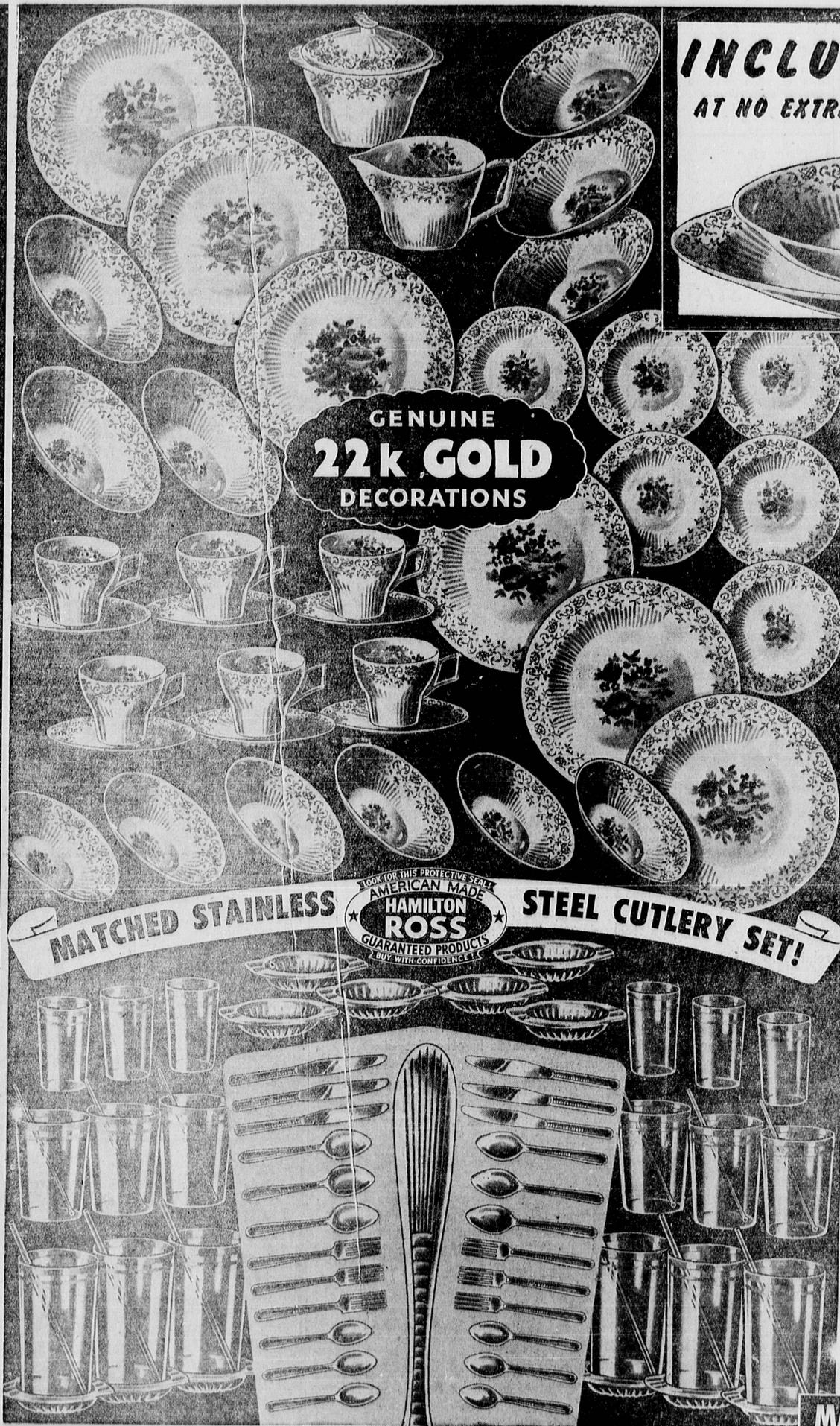
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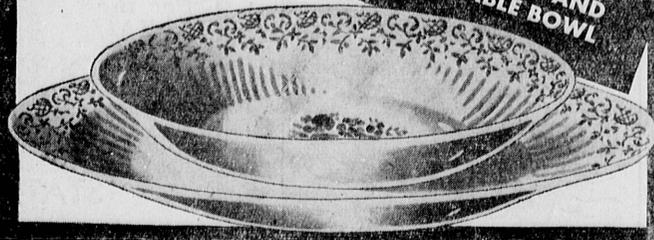
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